PANAMA CALIFORNIA EXPOSITION SAN DIEGO

JANUARY 1ST 1915 DECEMBER 31

OFFICIAL DAILY ·PROGRAM·

PRINTED AND PUBLISHED EVERY MORNING
DURING THE YEAR 1915 ON THE EXPOSITION
GROUNDS BY THE

NATIONAL VIEWS COMPANY

OFFICE
SPRECKELS THEATRE BUILDING
SAN DIEGO.

PACIFIC ENGRAVING -
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011

PANAMA-CALIFORNIA-EXPOSITION
1915
THE COMPLETION
OF THE
PANAMA CANAL
SAN DIEGO

Safety
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BROADWAY
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Exposition Beautiful

High in one of the sightliest mesas of Southern California, overlooking the sea and the fertile valleys which stretch back into the foothills of the Sierra tablelands of Mexico, has been built the magic Spanish city of San Diego's Exposition beautiful. There are many beautiful gardens in Southern California. There are many parks which have been treated with all the care and artistry of the best gardeners of the southwest, but not one surpasses in beauty the display which the San Diego Exposition presents to the world on New Year's Day of 1915, to remain open throughout the year of 1915, and in its most important features, for the long years to come.

There are many features of the Exposition beautiful which are impressive. Certainly not the least is the permanent nature of the work, and not least either, is the imagination which directed the laying out of the grounds, and the building of the Spanish city.

Three years before the opening of the Exposition San Diego had what it called "Balboa Park," a park only by courtesy of title. Those who knew it in the old days, recall that its slopes were seared and brown, the adobe soil hard baked by centuries of sun. The only growth that it boasted was a scatering growth of sage brush and chaparral and cactus. There were no buildings in those days in the whole stretch of 1400 acres. That was three years before the opening. Today the whole mesa at the center of the park, and the deep canyons surrounding the mesa are changed. It is just the same effect as though some Aladdin had lighted his lamp, or a Merlin had waved a magic wand. The performance is truly magical, but Aladdin died many centuries ago, and Merlin is forgotten, and the style in magic wands has changed. In this twentieth century day there is no lamp that will perform the tricks which that of Aladdin performed. The twentieth century style is a pick andshovel and a trowel, and the wonders of these magic instruments are just as great. One walks or rides up an easy slope from the surface of a thriving twentieth century tidewater city. He comes up a long stretch of parking and to a great clump of palms, he passes between the fronds of this magic of Southern California, and faces a long smooth bridge, whose seven-arched piers rise 135 feet from the pool in the depth of the canyon below. At the far end of the bridge, is a stone gateway, chipped as though it had stood there for centuries. Beyond the gateway is the plaza, with a cathedral on one side, and an old California mission on the other. Beyond is another stone gateway, and out from that stretches the long prado lined with lawn and acacia, with bright colored flowers; and arcades over which clambers a riotous growth of crimson and purple and gold flowers of the semitropics. Rising above the arcades is a succession of buildings; some of mission type; some Moorish; some of the same type which marks the buildings of Spanih America. The prado widens into another great open space, called the Plaza de Panama and from that branch out other calcadas and paseos and quiet little paths, which lead into the broad gardens, into the quiet patios and wind along the edge of the canyons, and command a striking view towards the sea.

Every building on the mesa is of Spanish American type. Every building has a definite meaning to the artist and the architect. Every building has its artistic details, the balconies, campaniles and belfreys, in which swing the mission bells has a definite appeal to anyone who has an imagination. One interesting old structure there is on the lower plateau—La Via de Los Estados, which has been erected by the state of New Mexico. It is a replica of the ancient mission on the rock of Acomo, built at the close of the seventeenth century by the early Spanish friars, who worked their way along the Santa Fe trail.

Looming up from the thick shrubbery at the crest of the canyon, it stands in the natural surroundings of cactus. No rounded arches are there. No other details of the later mission architecture, for this is, by reason of the conditions under which the early Spanish had to work, more Indian than Spanish. Just across the canyon lie

The Painted Desert

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the Fine Arts building and the Indian Arts buildings, both modeled after the best type of theCalifornia missions, which brings out clearly the century after the missions of the Santa Fe trail. In that century there had come the rounded Spanish arches, the development of the Roman arch, and the century of patios and the close attention to floral beautification.

The California State building is of the highest type of cathedral design with the ornamental frontispiece wrought of the Piccirillis, and carrying as much interest historically as artistically. This great structure, the most expensive on the grounds, is surrounded by a lofty dome with a high campanilli at the corner. In many beautiful details it is copied from the historic cathedral at Oaxaca in Mexico.

These, then, are the Spanish buildings, and beautiful as is their every line, their rarest beauty is in the floral ornament which surrounds them, and almost covers them. Up the arcades climb rose and jasmine and clematis. Over the arcades sweeps in triumphant splendor, the blazing bougainvillea. High up between the belfrys where one thousand pigeons make their nests, fluttering down from time to time into the broad Plaza in search of food from the Spanish attendant, or of the visitors themselves.

No other section in the country could produce a display like this. No other section of the country is free alike from the cold of mid-winter, and the severe heat of mid-summer, and the protracted rainy season which is apparent in most tropical sections, hence, due entirely to the incomparable climate of Southern California, San Diego has been able to open the Exposition on New Year's Eve, and keep it open throughout the year of 1915; hence it has been able to present the most lavish floral display on record, and quite the most extraordinary exhibit of orange orchards, and olive, and vineyards—all growing on the grounds—that has ever been attempted inthe history of world's fairs.

Only by reason of climate has Sen Diego been able to present some of its finest displays out of doors, instead of housing them in great palaces. Only by reason of climate are many of the most enterprising features of the whole Exposition possible. Man has done much at San Diego, but his best labors have been wrought only by the mighty assistance of a loving and ever kind nature. Climate,

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G. A. Davidson, President

Automobiles having become so numerous that practically all of our Exposition visitors own one, the subject of rubber tires is most interesting to the motorist. Many auto owners have wondered how tires are made and why they are not cheaper. It is now within the power of every Exposition visitor, be he motorist or not, to obtain a better understanding of tire construction and the costly materials used.

The Savage Tire Company of San Diego was the first to manufacture automobile tires west of Chicago. The President and General Manager of the Company is Arthur W. Savage of Savage Rifle fame. It has always been Mr. Savage's motto to make goods of the highest quality in every detail. This policy has been strictly carried out in the manufacture of Savage Tires and the patented Red-Grafite Inner Tubes.

Throughout the different Factory Departments extreme care is taken in each operation; rubber, fabric and chemicals of only the highest grade are used and these materials must pass careful tests before they are accepted. Absolutely no piece work is allowed and rigid testing and inspection of the tires and tubes in different stages of construction are constantly maintained.

The equipment of the Plant having been installed only a few years past, the most improved methods of manufacture and treatment are utilized. The inventative genius of Mr. Savage has enabled him to evolve and perfect new processes and methods that are resulting in the production of such successful articles as the "SAVAGE GRIP," Non-Skid tread and the Red-Grafite inner tube.

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in fact, is directly responsible for the agricultural exhibit, which is one of the most striking features on the grouuds.

There is a definite reason for emphasizing this agricultural display. Mention was made that only a few years ago the site of the exposition was a waste of cactus and chaparrel, and that the labors of man have converted that desert into a rare garden. There are many of the larger stretches of desert throughout the southwest, and these, by the labor of man can be converted into gardens just as beautiful as this. To be more explicit, H. O. Davis, Director General of the Exposition, set out some time ago to find out exactly what the Southwest had to offer; the purpose outlined early in the history of the Exposition—the building up, not San Diego, but the entire west, and building it up by the most scientific means possible. It remained to find out what the southwest contained. Mr. Davis set his statisticians to work, furnishing them with the freight tariffs by rail and water. The statisticians took a carload of steel from Pittsburg, carried it to the eastern tidewater, transferred it to bottoms, brought it through the canal and up the Pacific Coast to San Diego. There it was retransferred to freight cars and carried east by rail.

A similar carload of steel, theoretical of course, was shipped directly west by the all rail rate, and freight costs checked by zones as it traveled. Similar carloads of carpets were carried by rail and water from Worcester to San Diego, and into the back country, and a similar carload all the way by rail. Similar treatment was accorded clothing from Rochester, and furniture from Grand Rapids, and other conditions from other points of origin. The freight costs were recorded vigilantly, and thus there came about a final definite north and south line, verging at the north toward the west, and then cutting definitely through to the coast, which marked the boundary of what could be considered as the Southwest Territory—so considered because goods from the East could be brought into that territory more cheaply via canal to San Diego than in any other way, and because products of San Diego could be carried to the eastern consumer, and the eastern manufacturer more cheaply via the canal and San Diego than in any other way.

Then the statisticians devoted their

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A Tribute From the Dean of the State Press

"I do not think there is another paper in this country which can as fairly as The San Diego Union claim that it has always been the leading factor in promoting the interests of the community in which it is published. The Union "has been on the job" from the beginning, and the present prosperity of the city is much due to its energetic, consistent and continuous efforts to acquaint the outside world with the advantages of the fine harbor on which it is situated. I am proud that I was once connected with a journal that can make such a boast."

This tribute to The San Diego Union was paid by John P. Young, managing editor of the San Francisco Chronicle at the present time and for many years past.

time to finding out exactly what the Southwest contained in the way of agriculture. It was recognized that the up-building of the cities could come only after the agricultural era was fully developed, in other words, that the city could not exist without the back country to support it and feed it. The reports of the Department of Agriculture and state data, and where these figures were not obtainable, the date of the private statisticians were assembled, and the heavy work begun. It was found that the Southwest, so defined, included the western half of New Mexico, the southwest corner of Colorado, the southern sections of Utah, Nevada and California, and all of Arizona. It was found that in this great zone, eight million acres are now under cultivation. It was found that there is a vast uncultivated area which is potentially just as good—the "bad lands" are not tanen into consideration, but only the lands which can be cultivated without irrigation, or with irrigation by present methods. This undeveloped or potential farm land totals forty-four million acres.

The agricultural output of the Southwest today is one hundred fifty million dollars a year. The mineral output is in the neighborhood of one hundred thirty-five million dollars, but the Exposition took into consideration on the agricultural revenue. This one hundred fifty millions comes naturally from the eight million acres. The forty-four million acres make up an area five and a half times as great and while today they are producing nothing whatever, there appears not good reason why they should not produce proportionately. The statisticians drew no conclusions, but it is a simple matter of arithmetic to see that there is a potential revenue of more than eight hundred million dollars per year. This is a startling sum. But the statisticians did not stop there. They divided the whole agricultural area of the Southwest into tracts varying from forty acres to three hundred twenty acres, depending upon which area could be developed to best advantage, owing to natural conditions. It was found there were seven hundred thousand potential farms, which could ultimately be people by seven, each of which should ultimately be fully equipped with buildings, with fencings, with household implements, with farm tools an dmachinery. There was found an average of this farm equipment, and the total investment based on this average was found to be slightly in excess of four million dollars. Think of this sum as a permanent investment. Think of the other amount as a permanent annual output. Mighty as the figures are, they give some idea of how worthy of development that Southwest country is.

This, then, is the purpose of the Exposition—to help to bring these fig-

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On the Isthmus

This is one of the most interesting and instructive collections of sea life ever shown at any exposition. Here are rare, known and unknown denizens of the deep. The Octopus or Devil Fish, that so many have read of, but which is seldom seen in captivity, will be one of the attractions. Another rarity is a fur bearing animal which so far remains unclassified, it being the only known specimen of its kind in existence, it resembles the seal but has no fins and is as active on land as in the water.

Among other rare and interesting specimens, the Stingree Fish, the Sand and Horn Sharks, Red Fish, Ink or Sea Rabbit Fish, so named on account of its resemblance to a rabbit and the dark ink fluid it throws out when approached or touched. Pacific Crab Lobster; Ribbon Fish; Abolona, a beautiful shell fish; Sea Cucumbers; Sea Lettuce; Key-Hole Limpet; Star Fish; the Sculpin, a deadly poisonous fish if pricked with one of its many needle-like stickers; curious Shark Eggs; there are many other rarities too numerous to mention.

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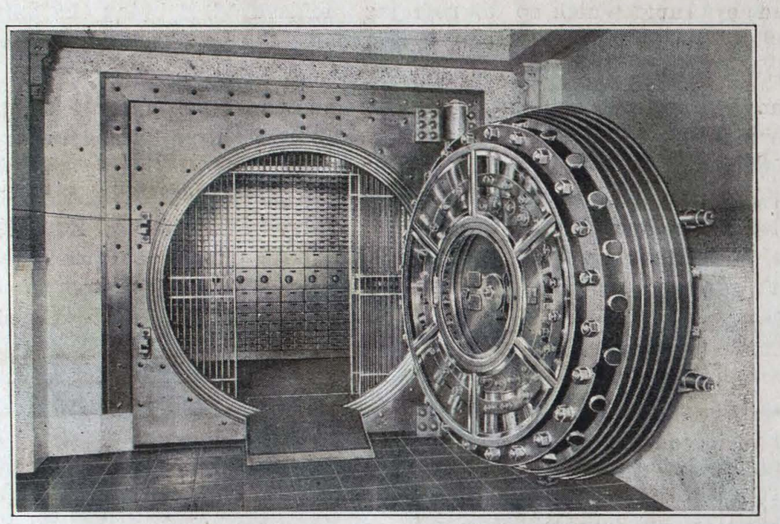

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ures to a reality; to have these figures written, not with a pen, but with the railroad reports, and with the crop reports and with the banking reports of the years to come. These are figures which interest not only the farmer of the present, but the farmer of the future, and the merchant as well, and the railroad man and the banker. This, then, was the mark at which the Exposition shot. How accurate is its aim remains to be seen. Just as the great event of 1915 was unique in purpost and in scope, so the methods it decided to use were unique, and apparently effective.

The Southwest farms can never be developed by capital alone. If that were the case, capital would have come into the Southwest long before this. The seven hundred thousand farms can be developed only by labor, and by intelligent labor. The immensity of the purpose makes it certain that the labor for these farms can never be supplied by the agriculturists of the present day. It is necessary to develop new men to develop the soil itself. In other words, the "back to the land" movement must materialize.

Years ago some magazine writer whose name is forgotten today, recognized that the population of the country was shifting rapidly from the rural to the urban. He identified the labor troubles in the cities with this circumstance. He forecasted with a big degree of accuracy, that if the steady shifting of population away from the land continued, the result on the American stock would not be beneficial. He conjured a number of spectres which would cause trouble in the years to come. His observations were followed by similar statements from other magazine writers and contributors to newspapers. Eventually the idea struck the Chautauqua writers, and then even the campaign orator realized that there was a big expedition at hand, and he took up the song. The idea struck the government, and there came the land shows under the supervision of the department of agriculture. The attempt to start the "back to the land" movement was under

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way. It was explained that there were sections and quarter sections of the best land throughout the west which should be developed, and which could be developed, but in great measure these sections and quarter sections remain just as vacant as they were before. The reason is not hard to find. If the extra land was taken up by the settlers at all, it was because old farm lands were abandoned in favor of the new, consequently the new settlers did not increase rapidly.

The city man did not leave the city to go back to the country. Well, why should he have done so? He went to the land show, and there he saw the largest pumpkin ever grown, the sweetest fruit, and the thickest corn. He saw that it was a good thing to go back to the land, but he knew it before he went to the land show at all. The land show told him nothing at all about how he personally was to go back to the land, or what he would do when he got there. He went to the world's fairs of the past, and there he saw farming machinery standing in the great halls of machinery, and again he learned practically nothing. Again the whole thing was a mystery to him.

Now comes the San Diego Exposition. It shows agricultural machinery, but not housed in the great halls idle. The machinery is in operation in an open tract showing the various crops --moving up and down the fields just as it is supposed to operate on a large scale. A man who would not have stood five minutes in a hall looking at machinery which he did not understand, will stand hours looking at the same machinery in operation, realizing that he is looking at the most effective plow that has been designed, at a heavy power tractor and reaper that does the work of a hundred men. He will look because he can "watch the wheels go round," and understand. Incidentally he will see that this machinery has removed nine-tenths of the drudgery which the old style farmer had to bear. He will see that the troubles of the old time farmer, who had to labor from before sunrise until after sunset, and even them seemed to get ahead comparatively little, are largely removed by modern inventions. He will see that farming conditions are changed, and the possibilities of the "back to the land" movement begins to strike home

"But," he will say, "this machinery can be used only on tracts of large area, and I am not equipped physically or financially to operate any such tracts. I am not a trained farmer."

There is a definite answer for that man. He can walk two hundred yards down the Alameda, and find the model intensive farm tract of five acres, in which are growing peach, apricot, fig, olive and walnut trees, and between these trees is growing a crop of vegetables—some northern, some semi-tropical, and all growing much more thickly than it is possible to grow them under the old style methods. On the intensive farm, irrigation is used, and every foot of soil is made to work.

It is a revelation to the easterner. The man of limited equipment will discover that the five-acre tract grows as much as twenty acres under old style methods, and can be operated more easily and more economically. He will see that in cases like this, where land is valuable, the vineyard is also of an intensive character, the vines growing up on stakes, so that the soil can be made to produce three or four times as many vines as under old methods. He will see that even the poultry yard space is utilized, and that in the center of the poultry yard is growing a fruit tree, surrounded by wire, so that the fruit is not injured by the fowls.

While the man is seeing this his wife will be noting other things. She will be observing that there is a trellis of rose about the front part of the model farm, and a hedge of honeysuckle about the rear, and that even the front of the poultry yard is concealed by clematis. She will see the beds of roses and geraniums about the homelike bungalow in the center of the tract. Within the bungalow she will see something of considerable more interest. She will see that just as machinery has removed the drudgery from the life of her husband, so machinery has removed the drudgery fro mthe life of the farm wife; that in leaving the city under present day conditions, she is not forfeiting the advantages of her apartment, where most of her work is done by modern devices. The importance of this can hardly be overestimated.

Did you ever try Chili con Carne at the Alhambra. It is made just the way you get it down in old Mexico. If you have not tried one of our boneless smelts friend in butter, to a delicious golden brown, at the Alhambra you are mising something.

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A New and Original Comedy
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Thursday Night, Jan. 7th
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Opening Program

Dec. 31st, 1914

Official Opening of the

Panama-California Exposition

San Diego, Cal.

1915
Every Day During the Year
1915

This Program will be printed every night and distributed every morning during the year 1915 by The National Views Company at their own printing plant on the Exposition Isthmus.

The Only Official Program

AND THE ONLY ADVERTISING MEDIUM ON THE GROUNDS.

PROGRAM FOR DEDICATION OF

Spreckels Organ

9 P. M.

Presentation of organ by Mr. J. D. Spreckels.
Acceptance of organ by Mr. John F. Forward.
Oration by Mr. Samuel Shortridge.

MUSICAL PROGRAM

Part I.

Organ solos by Dr. H. J. Stewart.

1. Processional March .....Stewart
   (From the music-drama Montezuma.)
2. Fantasie on Christmas Melodies.....Stewart
   (Composed especially for the dedication of the organ.)
3. Overture to Guillaume Tell.....Rossini

Part II.

Concert by People's Chorus—Willibald Lehmann, Conductor; and Popular Symphony Orchestra—Chesley Mills, Conductor.

1. Pomp and Circumstance.....Elgar
2. The Heavens Are Telling.....Haydn
   (From Creation)
   Trio by Mrs. Helen Ruggles White, Soprano.
   Mr. C. E. Kelly, Tenor.
   Mr. H. V. Magher, Bass.
3. Overture—Orpheus .....Offenbach
4. The Marvelous Works.....Haydn
   (From Creation)
   Solo by Mrs. Helen Ruggles White
5. Unfold Ye Portals.....Gounod
   (From Redemption)
   For chorus, solo chorus, orchestra and organ.

Concert of Massed Bands

11:00 P. M.

Flag Raising on the Plaza de Panama. Combined bands will play "The Star Spangled Banner," and assembled people will join in singing.
Hon. D. C. Collier, presiding.

Hon. Carl I. Ferris, on behalf of the Board of Park Commissioners of the City of San Diego.

Hon. Charles F. O'Neall, Mayor of the City of San Diego, on behalf of the City.

Hon. George W. Marston, President of the Panama-California Exposition Commission of the State of California, on behalf of the Commission.

Governor Hiram W. Johnson, Governor of the State of California, on behalf of the State.

Proclamation by Hon. G. A. Davidson, President of the Panama-California Exposition, on behalf of the Exposition.

Official Opening, by Hon. Woodrow Wilson, President of the United States.

The Exposition Band

Peter J. Frank, Director.

Thursday night, Dec. 31, 1914.

Friday, Jan. 1, 1915.

Saturday, Jan. 2, 1915.

National Airs, Spanish and Popular Selections.
Regular musical programs will commence
Sunday, Jan. 3rd.

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THE OFFICIAL

GUIDE BOOK

OF THE

Panama-California

Exposition

It tells you all about the Exposition and

How to see it

For sale at all National Views Company Stands

There has been considerable talk about how to keep the boy on the farm, but lately there has been just as much about how to get the girl to go to the farm.

The model farm at San Diego Exposition answers this, and both the husband and wife will find something else to think about. They will realize that if they can make a good living on a five-acre tract, that other people of the same tastes and equipment can also make a good living on a similar tract just to the north or just to the south, or across the highway. They will recognize that this means community life, and that community life means good roads, schools and churches, and other necessities of social welfare. They will discover that the isolation of the old-time farm is getting as out of date as its drudgery.

Conditions change rapidly in the twentieth century. This is the biggest teaching of the agricultural display, because it is probably the most effective, and if the visitor does not have the slightest idea of going back to the land, he still finds much to entertain him in this interesting feature. If he is interested only casually in the large scale farm or the small farm, he is considerably interested in the citrus orchard. There are very few impressions that are so lasting as the impression of the first citrus orchard. The beauty of the fruit ripening on the boughs within reach of the hand, and the exquisite fragrance of the bloom during the blossoming season, a fragrance which sweeps far away over the orchard and down the Alameda.

Adjoining the citrus orchard is the tea exhibit—not an array of bright colored boxes and woven grass, but the tea itself—tea plants brought from Sir Thomas Lipton's estates in Ceylon, in charge of Singalese nurserymen, and set out in American soil, the first commercial tea plant to take root in that soil. Native nurserymen care for the plants, strip the leaves, and select them to turn over to the Lipton building in the center of the plantation for the making of the brew which is offered to the visitors. This is of Oriental type—as genuine as the Spanish architecture elsewhere on the grounds. It is a natural exhibit to the same extent that marks the other natural exhibits.

This is the suggestion of the dominant feature of the whole Exposition —the effort to show something of genuine interest to the visitor, or rather, to show "processes, not products alone." This is true not only in the main exhibits of the Exposition itself, but in those of the various industries represented in the outdoor and indoor exhibits alike. The tea plantation is one example. The display of the International Harvester Company is another. Back of an imposing building is laid out an orchard where the various machines for orchard cultivation are being demonstrated. Back of the orchard is an open field, where the heavy field implements of this company's manufacture are being shown in operation.

Almost across the way is the Standard Oil Company exhibit, where again there are shown, not simply products of this industry, but the methods by which the myriad lubricants are refined. Even the scientific exhibit. which in many respects is the most notable display of early American history on record, has been so arranged that the layman can grasp the lesson which it strives to depict.

Similar to this is the Painted Desert of the Santa Fe—a great Indian village which fills the space between the north end of the Alameda and the Isthmus, the latter being the amusement street, which at previous expositions has been known as the "Pike," the "Midway" and "Paystreak." The Painted Desert is bisected by a mesa, on the east side of which is a display o fthe Pueblo tribes, the Taos, the Zunis, and many tribes along the Rio Grande. The Indians were brought to San Diego to build their own adobe dwellings—big structures rising from the red sandstone of the desert, housing some three hundred red men in dwellings like those in which their ancestors had dwelt for centuries.

The Indians will not be there simply selling their wares, but will be scattered about in front of the pueblos and on the roofs, weaving their rugs and blankets, shaping their pottery and pounding out their silver and copper ornaments by just the same methods that have been used for centuries.

ALL THE UNIFORMS AND COSTUMES

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They will be found in their "kivas," their ceremonial places, performing the rituals of their ancestors. They will be found at the trading posts, and gathered about the governor's house; in the corral, and buliding new cedar post stockades and new adobe dwellings. In the carefree manner of the American Indian they have left lying about at the foot of a ladder, a broken carreta. The sandstone formation might have been there since the ancient period. This is one curious feature of this Indian village. The work of the builders has been so carefully executed that it is difficult to tell which are the genuine relics, and which are those created by the genius of the white man and the Indian.

On the west side of the mesa is another Indian village, of just as much interest, for here dwell the nomadic tribes—the cliff-dwellers, perched high in the crevices of the mesa, which are approached by ladders, or narrow natural slits in the rock itself. The Navajos habe built their hogans of the winter and summer type, including the sacred hogans where they celebrate their ancient ceremonials. A shallow arroyo winds through the arid section, with a scanty display of vegetable life, where the Indians have developed their own irrigation proejct. It is well to note that the first Americans developed irrigation to a considerable degree centuries before the white man ever saw the great American West. Much of the sandstone and cactus, and the cedar and pinion wood were brought here from New Mexico and sections of Arizona—the real painted desert, after which this masterpiece in Exposition work was created.

Here again you see, is the idea of processes—this show of real life, of real action. Wherever possible it has been carried out in every concession along the Isthmus. The motion picture company, for example, has built not a picture, but a studio where the films are made. The performances themselves will be staged in the Exposition grounds, and the visitors, manp of them, will have their first opportunity of seeing a "movie" in the making. Naturally the Hawaiian village, and the Chinese village and Japanese village show real native life.

Naturally, too, as the San Diego Exposition is a celebration of the opening of the Panama canal, which will mean so much to the Southwest, there is a striking concession called "The Panama Canal Extravaganza," where in accurate style on a small scale is shown the manner in which the ships pass through the greatest waterway in history. There is shown the life in old Panama, and the work that American genius has done to better that life. There are so many other interesting concessions on the Isthmus that within the limited space there could be but a mere cataloging of them.

In previous fairs it can safely be said that the principal entertainment was furnished by the concessions. San Diego's concessions are just as entertaining as any of previous years—most of them in fact are more entertaining, and have the added feature of being instructive, but it is not true that all of the entertainment is confined to them. The most matter of fact product which was exhibited elsewhere takes on an entertaining side when it is shown in process of manufacture. The most scientific display taken on a most entertaining character when it is portrayed in comprehensive form. There is nothing that the average intelligent human enjoys as much as seeing something of real instructive value, if he can understand it—in other words, if it really is instructive.

San Diego has an ethnology exhibit, showing the progress and ascent of man from the earliest stages of brute form. On the surface that would not impress one as being subject to graphic display, but the Smithsonian Institute, by following the suggestion of the Exposition, has accomplished the supposedly impossible. By ranging side by side models of the various epochs, even the most casual tourist can see just how a slight change in skull formation has brought about a definite change in the physical and mental conditions. The casual tourist will get an education without knowing it. He will go to school and enjoy his schooling. Too much cannot be said for the scientific exhibit which has been assembled at San Diego, and which incidentally will remain for posterity, assembled in the permanent buildings of the Exposition.

In the early stages of the planning, San Diego sent to Central and South America, an expedition headed by scientists of approved achievement. The story of their explorations in the jungles through which a white man had probably never passed before, is vastly more interesting than fiction. Ti get there they had to go far into the inland, far away from railroads and trodden paths of man, and very deep into the jungles; they came across Quiriquo, the ancient city of Mayas, unchanged from the day, many centuries ago, when the red people were driven out by their conquerors. There were found there some excellent studies of the outdoor temple.

In a general way the members of the expedition had known what would be found, and with them they had carried the most approved tools for casting. Instead of the old-time plaster cast, they made a glue mold, and from the glue mold they made their plaster casts, thus retaining the finest hairlines of the hieroglyphics, and bringing to civilization the first opportunity for a real detailed study of the ancient land. Part of that land has already been discovered, but there is a vast amount which undoubtedly will puzzle scientists for years to come. In those hieroglyphics is hidden the history of one of the oldest races of the world.

In a picture which was chiseled in a rock was found the best evidence of what those people looked like, and again there is a splendid opportunity for the ethnologist to do his work. One of the great studies stood some thirty feet above the ground, and a considerable distance below the surface. A complete cast of that occupies a principal position in the great California building, the cathedral structure of the Exposition beautiful. Ranging alongside are other famous pieces of ancient sculpture.

This exhibit of ancient art, is accomplished by modern art, based on ancient form and evidence, and later evidence in the times between the passing of the red man and the arrival of the white. There is reproduced, for example, for the first time, a frieze from the Pan-American Union building in Washington, wrought by Sallie James Farnham. The incidents it commemorates include the discovery by Columbus, the arrival of Balboa at the Pacific, the triumphant conquest by Cortez and Pizarro, and signal events in the arrival at independence of the South American republic. Among other pictures is shown the landing of King John of Portugal on the occasion of his eviction by the first Napoleon. It is not generally known, incidentally, that the actual capitol of Portugal was transferred to South America for a limited period. The barge which carried King John on that occasion is well preserved, and a few years ago was again brought into service to carry Elihu Root on the occasion of his famous tour of the sister republics of Latin America.

Even the facade of the California building is of historical as well as artistic interest. High at the top appears a bust of Fray Junipero Serra, the Presidente General of the early California missions, and the real first citizen of the western coast. Below him at one side is Cabrillo, the discoverer of 1542, and above him a bust of Carlos V, his patron. On the other side is Viscaino, and above him his patron, Philip III. Below Cabrillo is Portola, the first governor of Lower California, and below him a full length study of De l'Ascencion, the historian of the Viscaino party, and on the other side, a bust of Vancouver, the first English explorer, and below a full length study of Fray Jaume, the first white martyr of the Pacific, who was butchered by the Indians at the old San Diego Mission de Alcala. The story of this frontispiece marks an important period in the history of San Diego, the cradle of the American West.

Across the way from this ornate frontispiece is the Fine Arts Building. The structure itself is of austere California mission, with heavy piers supporting the rounded Spanish arches, and great beams projecting above the arches, supporting the tile roof. With the exception of the little cypress trees which stand before each pier, and the great lamps which illuminate the inner court, it is a building almost entirely devoid of orna-

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Route No.	Line.	Leaving.	For	First Car	Last Car
1	Fifth Street,	5th & D,	Mission Cliff Gardens	6:02	12:14
		5th & D,	31st & National	6:08	12:14
		Mission Clf. Gar.	5th & D	5:48	12:00
		31st & Natl.	5th & D	6:02	11:56
2	D Street,	5th & D,	East San Diego	5:51	12:16
		5th & D,	Depot	5:55	12:01
		East San Diego,	5th & D	5:44	12:10
3	3rd & H St.	3rd & D,	Trias Street	6:03	12:03
		3rd & D,	25th & H	5:55	11:55
		Trias,	3rd & D	....	12:30
		25th & H,	3rd & D	6:12	12:10
4	M Street,	5th & D,	Cemetery	6:00	12:00
		5th & D,	State & H	5:50	11:50
		Cemetery,	5th & D	5:55	11:55
5	3rd & K St.,	3rd & D,	Trias	(See Route No. 3)	
		3rd & D,	30th Street	6:05	12:05
		Trias,	3rd & D	6:00	.....
		30th Street,	3rd & D	6:14	12:14
6	1st & F St.,	3rd & F,	25th & F	5:50	12:00
		3rd & F,	1st & Laurel	5:50	12:00
		25th & F,	3rd & F	6:00	12:00
		1st & Laurel,	3rd & F	6:00	12:00
7	& 11 Park Line,	3rd & D,	Exposition	5:45	12:15
		Exposition,	3rd & D	6:00	12:30
8	State & Old Town,	5th & F,	Old Town	5:32	12:02
		Old Town,	5th & F	5:55	12:25
9	& 10 Ferry,	5th & D,	Ferry	6:10	11:50
		Ferry,	5th & D	6:20	12:00
Adams Avenue,		Kensington Park,	Mission Clf. Gar.	5:58	11:45
		Mission Clf. Gar.,	Kensington Park	6:06	12:00
Univ. Avenue,		Univ. Blvd.,	30th Street	5:53	11:55
		30th Street,	Univ. Blvd.	6:00	12:02
Coronado,		Hotel Station,	Ferry	6:20	11:40

National Views Company

Official Printers for the Exposition

Opposite Panama Canal

SAN DIEGO STREET CAR ROUTE NUMBERS

Revised to December 27, 1914.

ROUTE NO. 1.

(5th Street and Logan Heights Line.)

SOUTHBOUND—On 5th St., H St., 15th St., Logan Ave. and National Ave. to 31st St.

NOTE—This route for San Diego & Arizona Railway Depot.

NORTHBOUND—On 5th St., via Laurel Street Entrance to Exposition, University Avenue and Park Boulevard to Normal School, Mission Cliff Gardens and Ostrich Farm.

ROUTE NO. 2.

(D Street and Brooklyn Heights Line.)

EASTBOUND—To Golden Hill, Brooklyn Heights, 30th St., University Ave. to East San Diego.

WEST BOUND—To foot of D Street, Santa Fe Depot and Los Banos Baths.

ROUTE NO. 3.

(3rd and H Street Line.)

SOUTHBOUND—To 3rd and H Sts., East on H to 25th St

NORTHBOUND—On 3rd and 4th Sts., via Laurel Street Entrance to Exposition, to Hillcrest and Mission Hills, Ft. Stockton Drive to Trias St.

ROUTE NO. 4.

(M Street Line.)

EASTBOUND—North on State, East on D, South on 5th St., East on K, South on 10th, East on M to Cemeteries and "Sierra Vistas."

NOTE—This route for Pacific Coast Steamship Co. wharf and San Diego & South Eastern Depot.

WESTBOUND—North on 5th, West on D, South on State via Postoffice to H St.

ROUTE NO. 5.

(3rd and K Street Line.)

SOUTHBOUND—On 3rd to H, to 5th and H, South on 5th to K, East on K to 25th, on 25th to Grant, to 30th and Woolman.

NOTE—This route for Pacific Coast Steamship Co. wharf.

NORTHBOUND—On 3rd and 4th St. via Laurel Street Entrance to Exposition to Hillcrest, Mission Hills, Fort Stockton Drive to Trias St.

ROUTE NO. 6.

(1st and F Street Line.)

SOUTHBOUND—On 1st St. to F, East on F to 25th St.

WESTBOUND—On F to 1st St., North on 1st to Laurel.

ROUTE NO. 7.

(Park Line.)

From Main Entrance to Exposition South on 12th to F, West on F to 3rd, North on 3rd to B, East on B to 12th St., to Exposition.

ROUTE NO. 8.

(State St. and Old Town Line.)

WESTBOUND—On D to State, North on State and India Sts. to Ramona's Marriage Place, Old Town.

SOUTHBOUND—South on India and State Sts., West on D to 3rd, South on 3rd to F, East on F to 5th, North on 5th to D.

ROUTE NO. 9.

(Coronado Ferry.)

To Ferry Landing via D St., 5th and H Sts.

NOTE—This route for Star Boat House and Santa Fe Wharf.

NOTE—This route from Coronado Ferry to Santa Fe Depot.

ROUTE NO. 10.

(Coronado Ferry.)

To Ferry Landing via D St., Santa Fe Depot, Arctic and H Streets.

NOTE—This route for Santa Fe Depot, Star Boat House and Santa Fe Wharf.

ROUTE NO. 11.

(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

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On the Isthmus

the operation of the canal should mean a great deal to the development of Central and South America, as yell as the American West, the Exposition decided to bring about a renaissance of knowledge of the ancient Indian gods, just as it succeeded in bringing about a renaissance of the beautiful Spanish Colonial architecture.

Several students who were particularly well adapted to the work, were sent to some of the leading libraries of the country, and there they spent months in acquiring information from original sources, and other sources which while not original, were deemed reliable, concerning the beliefs of the old red peoples. That information was condensed into notes covering several thousand pages. Over these notes the pageant-master studied for several months more. When his work was completed he had drawn up a series of scenarios which showed in dramatic episode the tribal ceremonies which were presented in Mexico and Peru centuries and centuries before the white man ever came. He did not stop with obtaining accurate data alone. His study brought about accurate information about the costumes, about the dance steps, and in some cases about the incidental music, indicating that there was something naturally beautiful, some singularly dramatic in their most striking features. Then the pageant-master went further; he obtained a competent cast of actors for playing the principal parts, a capable chorus for the minor parts. A month before the Exposition opened it was announced that there would be weekly presentations of these ceremonies, with added special performances during the year, all presented in the great Plaza de Panama, with surroundings as natural as could be designed.

The painted desert display is of equal importance, for that shows in a form which for its graphic character was never equaled, the real life of the Indian today in the Southwest, a continuance of the life of the southwestern tribes covering the time for centuries past. There was a great deal of original research in the Southwest to obtain further information about the ancient history of these peoples. Perhaps a fair estimate of the difficulties under which the scientists labored can be drawn from the fact that the Indians themselves had not the slightest idea of the time which had elapsed.

There is one big exhibit of cliff-dwellers. The cliff dwelling which of course lies high at the end of the cliff, and the ground at the base of the cliff is covered with a pile of debris, which once was the front of the cliff dwelling, and the long winding approach.

"How far back did your researches go?" one of the scientists was asked.

"Well," he said, "find out for me how long it took for that great rock to decompose and fall in ruins where it now is. Tell me that, and I will be able to give you some idea as to how far back our researches have gone, and that period is only a start in our research. This is a subject for the geologist as well as the ethnologist."

A reproduction of some of those old dwellings has been placed in the Indian Arts Building. The actual placing of the oils on the canvas was of course the work of artists, but in all his work he was guided, not only by his own explorations of the Southwest, but by the scientists whose whole lives have been devoted to the quest for information about the ancient Indians.

All of this is permanent. Many of the buildings at San Diego's Exposition are of steel and concrete, which will last for all time. Even those which were built of staff and plaster will last in this beneficent climate of the semi-tropics where there is neither frost nor excessive rain, for thirty years, as a minimum, probably much longer. The scientific exhibits which they house have not been loaned to the Exposition, but have been given, and will remain for a permanent museum in the building by the west approach, at the close of the Exposition. Here, then, San Diego has promised genuine service in many fields. Science has benefitted notably, and arts have benefitted notably.

How great will be the benefit to industry, time alone will tell, but there is every reason to believe that in the agricultural display which San Diego has presented to the world, will be found the impetus which will drive back to the land hundreds and thousands of those who are now toiling in the cities. It means the real opening of the great American West, which today is an empire in the making, and tomorrow must be an empire in reality, and as the fertile soil is taken up by farmers, and as the desert is converted tract by tract, into farms and gardens of beauty, then mechanically will spring up spires and domes of the cities. Then will come the real development of the American West, and with that development will come an era of better times for the United States, and for the world at large.

The song of the San Diego Exposition is a majestic hymn, as inspiring as is the mighty land where it is held —a land of snow-capped peaks and fertile valleys, and the vast rolling sea. It is an Exposition Beautiful, and it is an Exposition of Great Opportunity. It is in crystal form the loveliness and grandure of the West.

Alhambra Cafeteria

The Largest in the World

And is conducted on principals of highest standard, with price within reach of all.

San Diego's Climate

As a general proposition the climates of California are good; some are better than others, and San Diego's is the best. A climate, to be good, must be neither too hot nor too cold; there must be no extremes of temperature, no violent changes or atmospheric disturbances, such as electrical, rain or wind storms, resulting in the loss of property and human life. Such a climate as this approaches the ideal as far as man's knowledge goes. San Diego has such a climate; it is almost an ideal climate. It is the best climate in California, and this is saying a good deal in its favor. It is the best in the United States, which is covering more territory, but perhaps adding very little to the recommendation; it may have its equal in the world, but no superior.

Temperatures of 90 degrees or over occur on an average less than twice a year. Average summer temperature, 68; winter, 60. Normal rainfall is 10.00 inches, and thunder storms are of extremely rare occurrence. Nature has smiled in its kindliest mood upon

this favored spot, and bestowed upon it these almost perfect climatic conditions that make for the comfort, zest and joy of life obtainable nowhere else.

History and romance vie with each other in winning the hearts of the visitors, for San Diego stands as the beginning in California. History will tell you that here was planted the first wooden cross, followed by the first church, followed in turn by the first town. The Mission Fathers soon commenced the cultivation ofthe soil, producing the first palms, the first vine and the first olive tree. Here they established, likewise, the first irrigation system; the original dam is still standing. A traveler may walk about the spot where was raised the first flag; may wander amid the ruins of old adobe buildings; may ring the old Mission Bells, which were brought from Spain; may sit in the old enclosure of Ramona's Marriage Place, and dream of other Alessandros, and other Ramonas whose pictures, perhaps, they may have seen in the Wishing Well.

Here are to be found, too, fruits and flowers of the semi-tropical zone — orange, lemon and olive orchards, and extensive vineyards; the poinsettia, the bougainvillea and other brilliant exotics.

For those desiring a climate where living can be enjoyed every day of the year to the fullest extent, with the addition of good educational facilities, and the highest products and most modern comforts of civilization, San Diego presents, in its rapidly growing city, the ideal location for which they are inquiring.

Next to climate, good roads is the greatest asset of San Diego county. Approximately $2,000,000.00 have been expended recently in the construction of between five and six hundred miles of wonderful contour roadways. These drives lead through mountains, the beauties of which are comparable only to those of Yosemite Valley, with forests of oak and pine, with running streams the year around and with landscape effects that will ever delight the eye of the beholder.

The state highway, now nearly completed, traverses the county from its northern boundary to the Imperial county line, affording easy access to the famous and fertile Imperial Valley.

All sports can be enjoyed EVERY DAY IN THE YEAR—something impossible at any other place on the Pacific or Atlantic Coasts.

Yachting, Swimming, Tennis,
Football, Motorboating, Polo,
Baseball, Automobiling,
Rowing, Golf,
Deep-Sea and Surf Fishing.

San Diego possesses one of the finest theatres in the West, costing $1,000,000.00; an up-to-date open-air amusement park; a large and attractive tent city; childrens open-air play grounds; about two thousand acres of public parks; numerous interesting beach and mountain resorts.

The beaches are, perhaps, the greatest of the many attractions of this alluring spot, and are an ever-inviting source of health and pleasure. The ocean waters lapping the shores of San Diego are the warmest to be found on the Pacific Coast.

$150,000.00 stadium, seating twenty-two thousand, now in course of construction.

The San Diego SIGHT SEEING COMPANY

with offices and stands at the

U. S. GRAT HOTEL

is the largest and oldest established firm of its kind in the city, and with their 19 new and up-to-date observation cars, are in position to give the best of service. Don't fail to look for the

GREEN CARS

TIME TABLE OF THE VARIOUS TRIPS

Tia Juana (Old Mexico)—
4-hour trip..... 4 a. m.—2:00 p. m.

Point Loma—
2½-hour trip.....10 a. m.—2:00 p. m.

Seeing San Diego—
2-hour trip.....10 a. m.—2:30 p.m.

Old Mission—
2-hour trip.....2:15 p. m.

San Diego Bay Trip—
2½-hour trip.....10 a. m.—2:15 p. m.

Office U. S. Grant Hotel

San Diego Points of Interest

Balboa Park—1400 acres; walking distance. — Sight-seeing automobiles, electric cars.

Carnegie Library — Eighth and E streets; walking distance.

Fort Rosecrans—Coaling Station; Ballast Point; Roseville.—Point Loma Ferry, sight-seeing automobiles.

Los Banos—Walking distance; foot of Broadway; fresh and salt water baths.

Old Mission—Seven miles from Fifth and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls still standing.—Sight-seeing automobiles.

Old Mexico—Steam trains and sight-seeing automobiles.

Old Town—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place. No. 8 car and sight-seeing automobiles.

Coronado and Tent City—Reached by street cars and ferry, sight-seeing automobiles.

Ostrich Farm—No. 1 electric car.

Old Spanish Lighthouse(Point Loma) —One of the most beautiful views in the world. Sight-seeing automobiles.

State Normal School—Electric cars No. 1.

Sweetwater Dam—Steam trains and sight-seeing automobiles.

Torrey Pines—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

Warner's Hot Springs — Sixty-seven miles from San Diego. Reacher by S. D. & S. E. R. R. Springs medicinally valuable.

Theosophical Institute (Point Loma) —Sight-seeing automobiles.

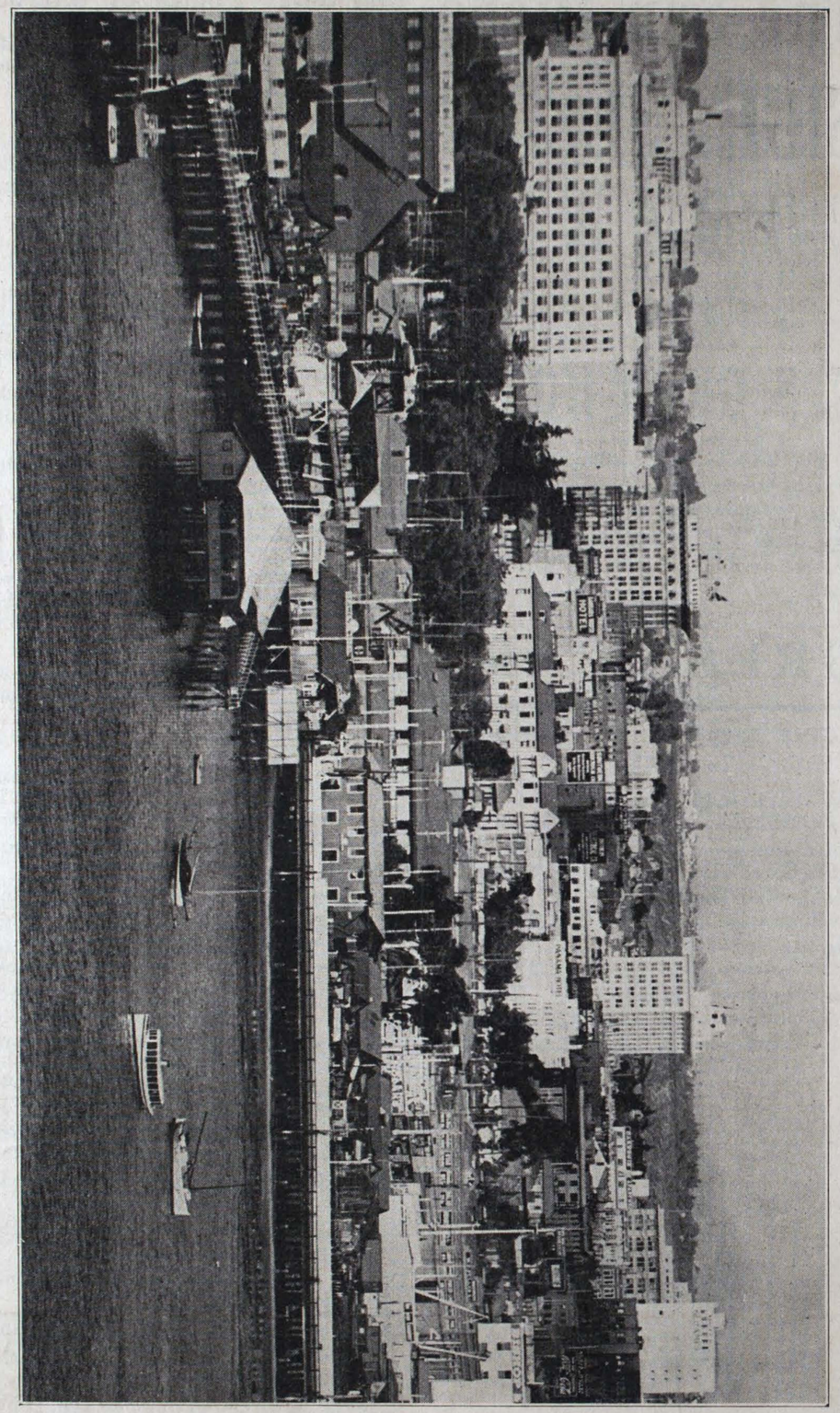
Bennington Monument (Point Loma) —Sight-seeing automobiles.

Wireless Station (Point Loma)—Sight seeing automobiles.

Ocean Beach—Reached by electric car, Fourth and Broadway.

La Jolla—Steam trains and gasoline motors, Fourth and Broadway. An attractive resort.

Coronado Islands—Reached by boat. Mexican possessions.



Engraved by Pacific Photo Engraving Co. San Diego

SAN DIEGO HAS

Ninety thousand population.
Unexcelled educational facilities.
Perpetual sunshine.
Water system owned by city.
A harbor equal to New York.
Finest salt water fishing.
Fifty-four churches.
Seventy miles of street railway.
Twelve banks, capital $3,000,000.00; deposits $23,000,000.00.
Art League.
Floral Association.
A commission form of government.
Fifteen thousand telephone subscribers.
Fresh vegetables and fruits every day in the year.
500,000 acres of unimproved land in the county.
Trebled in population in the last five years.
Fourth city in population in California.
Nine improvement clubs and federation.
Thirty-nine state societies and federation.
A 10,000,000 gallon per diem water filtration and aerating plant.
State Normal School, $200,000.00.
Polytechnic School, $200,000.00, capacity 750.
High School, $315,000; forty instructors; over 1,000 attendance.
Twenty-two square miles of anchorage ground in harbor.
Two hundred manufacturing industries in operation.
$500,000.00 improvements by the Santa Fe Railroad.
Nearest port of entry for the trade of the Orient.

One great transcontinental railroad, another one building and a third in prospect.

Harbor deep enough to admit the largest ships afloat.

Historically of first interest on Pacific Coast.
Largest all-the-year-round resort hotels in the world.

More automobiles in proportion to its population than any other city in America.

Most direct route from Pacific Coast to the Eastern and Middle Western States.

$150,000 Y. M. C. A. building just completed, which amount was raised in twelve days' canvass.

The future New York of the Pacific Coast, and the most promising field for home building in America.

Roads good every day in the year, and all roads lead to the blue waters of the Pacific.

Three daily newspapers and several weekly newspapers.

First port of call from the Panama Canal.

Raised $4,800,000.00 for development purposes in one year.

Two thousand acres of park lands now valued at $5,519,000.

Purest and cheapest water (mountain) of any city of its size in Amer ict.

Twenty-three hotels; two of which cost $3,500,000.00.

One of the best libraries in the country, a depository for U. S. Government Documents.

Twenty-one theatres.

The place where thousands of European tourists will land, who now never get west of the Rocky Mountains.

Largest and best equipped aviation field and training school for aviators in America. Birdmen in the sky every day in the year.

An average wind velocity of five miles an hour in January.

Railroad terminal, ocean outlet and nearest banking metropolis of the great Imperial Valley of SouthernCalifornia, and the wonderful Salt River Valley of Arizona.

Distributing point and controlling factor in the development of Lower California.

Ninety-seven secret orders and fraternal societies, four of which have expensive club and lodge rooms, viz: Elks, Masons, Knights of Pythias and Eagles.

Twenty-four public schools, value $1,559,000.00, and employing 250 teachers.

Record fo r1912—Greatest building gain per capita of any city in the world.

J. H. EVITT & Co. Exposition Builders and Contractors, 731 Bdwy

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